

- 2 releases each year - HITF
- Impaired Waters List

Evenly
- impaired waters
- beach monitoring

Celticman
A&I

Soybean
Farm Bureau

Pork
Iowa - 2, 10



IOWA DEPARTMENT OF
**AGRICULTURE &
LAND STEWARDSHIP**

- 1) Biggest supporters
 - major cities
 - EPA - message perspective
- 2) Work of the past to show what's possible for the future
- 3) Conservation Literacy

Topic: Water Quality Communicators Meeting

Date: June 25, 2019

1:30-1:40 p.m.

Introductions

1:40-2:15 p.m.

Discuss challenges, align on objectives, prioritize audiences

2:15-2:30 p.m.

Farm Bureau to give an overview of existing research

2:30-2:45 p.m.

Discuss existing materials, brands and channels

2:45-3:00 p.m.

What outstanding questions do we need to answer?

What actions do we need to take to answer them?

What are our next steps?

Advocacy Group Research
funding + measurement
Hypoxia Zone
Nutrient Management
- metrics

- Facing Urban Residents

- Expediting implementation

- how to educate urban communities

- timelines.

- Conservation literacy

W



Schnieders, Adam <adam.schnieders@dnr.iowa.gov>

Re: Draft release

1 message

Murphy, Alex <alex.murphy@dnr.iowa.gov>
To: "Coppess, Keely" <Keely.Coppess@iowaagriculture.gov>
Cc: Adam Schnieders <adam.schnieders@dnr.iowa.gov>

Thu, May 30, 2019 at 10:33 AM

Hi Keely,

Adam Schnieders and I would be happy to sit in on this group! Thank you for the opportunity! Adam is an outstanding resource and works daily with IDALS!

Adam's contact is Adam.Schnieders@dnr.iowa.gov.

Thanks,
AM



ALEX MURPHY | *Director of Communications*
Director's Office
Iowa Department of Natural Resources
P 515-725-8219 | C 515-729-7533 | 502 E. 9th St., Des Moines, IA 50319
www.iowadnr.gov

On Wed, May 29, 2019 at 3:49 PM Coppess, Keely <Keely.Coppess@iowaagriculture.gov> wrote:
The Soil and Water team is making some edits to the WQI funding paragraph. I'll get the updated copy to you tomorrow morning.

Related: We're putting together a water quality communications plan to start proactively talking about the work we are doing. I'm going to pull together the Ag commodity groups to align messaging. Do you have any interest in participating? Otherwise, we can have a separate meeting just to align from the DNR-IDALS perspective.

From: Murphy, Alex [alex.murphy@dnr.iowa.gov]
Sent: Wednesday, May 29, 2019 2:52 PM
To: Coppess, Keely
Subject: Re: Draft release

Terrific!

Thank you, Keely!

I at least got most of Saturday free until the evening but from Sat night - Monday night I was swamped!

Take care and holler if you need anything!
AM

ALEX MURPHY | *Director of Communications*

From: Coppess, Keely
Sent: Wednesday, May 29, 2019 2:15 PM
To: 'Murphy, Alex' <alex.murphy@dnr.iowa.gov>
Subject: RE: Draft release

Hi Alex,

Things definitely got a little crazy around here yesterday so I'm glad it all paid off with good coverage.

I saw the return of the mountain lion story on Memorial Day and all I could think was, "Poor Alex, this just ruined his holiday." But you did a great job with the on-camera interview!

Thanks for giving us the chance to contribute to the news release. The Secretary is out this afternoon but I'll try to track him down to review the updated quote.

Keely Coppess

Communications Director



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keely.coppess@iowaagriculture.gov

From: Murphy, Alex <alex.murphy@dnr.iowa.gov>
Sent: Wednesday, May 29, 2019 1:35 PM
To: Coppess, Keely <Keely.Coppess@iowaagriculture.gov>
Subject: Draft release

General Population Survey

The survey field work conducted **January 8-12, 2018** for the Iowa Pork Producers Association (IPPA) reveals the following in the top line results. It is important to remember these results provide a more general overview.

This survey included those Iowa counties north of I-80 east of I-35. So, it is important to remember these results project across that area and should not be construed as a true statewide sample.

There were 804 completed surveys and the Margin of Error is +/- 3.45%

Views of Ag and Iowa's Hog Farmers

- Producing nutritious and safe food for Iowa families is seen as the most important role for Iowa's agriculture and farming community by 31% of respondents. Protecting the environment was next at 11.1%.
- Agriculture is seen as a vital part of the Iowa culture worthy of protection by 94.1%. There is a very high level of intensity with this as 81.3% of respondents strongly agree making this a strong message.
- More than 6 in 10 (61.6%) agree hog farmers are good stewards of the land and can be relied upon to protect Iowa's water supply. Disagreement with this reaches 30.4%.

Credible Information Sources

- IDNR (35.6%), EPA (17.9%) and ISU Extension (15.5%) are seen as most credible on information regarding the health and safety of the environment. Of the 9 entities tested, Sierra Club comes in 5th (4.4%), HSUS 6th (2%) and IPPA is 8th (1%).

Environment

- The use of manure for fertilizer is seen as a safe practice by nearly 8 in 10 (77.7%). There is high intensity here with 37.3% considering it a strongly safe practice.
- Asked to rate hog farms as a threat to drinking water on a scale of 1-10 (1=no threat, 10=serious threat), almost one-third (32.5%) rate the threat low (1-3), just over half (50.6%) responded in the mid-range (4-7) and only 14.6% rated the threat as more serious (8-10).

Thought Leader Survey

The survey field work was conducted October 29 – November 14, 2018 for the Iowa Pork Producers Association (IPPA). The following discusses some of the key results from the cross-tabulation tables.

The sample was composed of the “thought leaders” (Supervisors, Mayors, City Council) in IPPA’s targeted counties. There were 107 completed surveys and Margin of Error is +/- 9.47%.

Areas of Support for Agriculture

There are a number of areas where the Thought Leader (TL) sample is in alignment with the responses received in the January survey of the General Population (GP).

- Both survey samples view the production of nutritious and safe food for Iowa families as the most important role for Iowa’s agriculture and farming community. This is also the top response in the (TL) sample for the gender and farm/nonfarm demographics.
-
- TL and GP samples both strongly see agriculture as a vital part of the Iowa culture worthy of protection. There is very high intensity of support.
- 58.9% of TL respondents agree hog farmers are good stewards of the environment and can be relied upon to protect Iowa’s water supply. Disagreement with this reaches 35.5%. The general sample agreement was 61.6% and disagreement was 5.1% lower at 30.4%. TL men are slightly higher in agreement at 62.2% agreement and 33.8% disagreement while women responded at 51.3% agreement and 39.4% disagreement. TL farm respondents are at 57.2% agreement and 42.9% disagreement while non-farm responses are 59.3%/33.8%.

Sources of Information

- You requested we test source of information that leaders thought were important to them as they develop their positions. 54.2% say “personal contact with citizens” is most important with “friends and family” second at 26.2%.

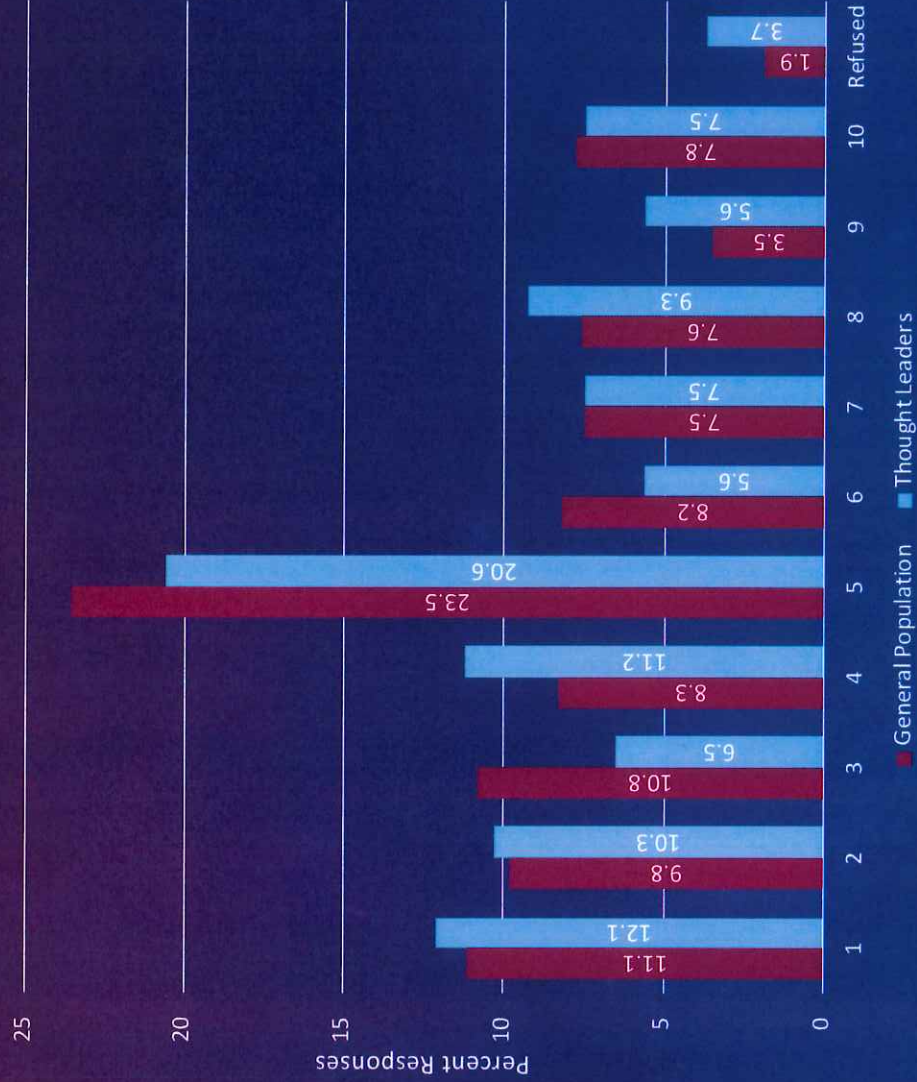
Environment

- The use of manure for fertilizer is seen as a safe practice in both samples.
- As was the case in the GP sample, the largest response in the ratings of the “Drinking Water Threat”, Air Quality Threat” and the “Threat to Rivers and Streams” was #5, the mid-point of choices. In all three categories, more responses were on the “lower” threat levels than the “higher” threat levels.

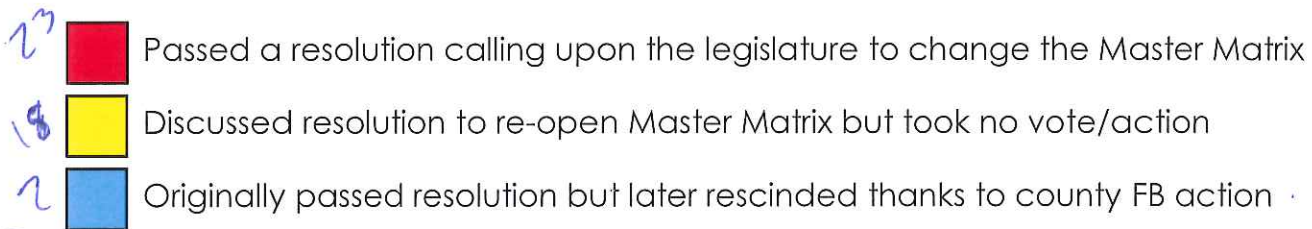


THREAT TO RIVERS AND STREAMS

On a scale of 1 to 10, where 1 is no threat at all and 10 is a very serious threat, how much of a threat are hog farmers to Iowa's streams and rivers?



ICCI petition to the Governor and Legislature to re-open the Master Matrix
and/or place a moratorium on new and expanding livestock barns



IOWA FARM BUREAU
PEOPLE. PROGRESS. PRIDE.®

the Iowa Water Quality messaging strategy

key themes

core message

Farmers are **taking on the challenge** of improving water quality. But they also know this challenge is **bigger than just farmers**, and a truly effective approach **also** needs to take into account urban infrastructure, weather variability, and industry. **Everyone has a role to play** in cleaning up our water quality. When we all work together, we can make big strides

✓ Collaboration ✓ Shared responsibility

A shared challenge; a collaborative solution

What's happening

Nitrates are **naturally-occurring**, anywhere there's soil. Because of a number of factors, including rainfall and rural and urban infrastructure, nitrate levels **can vary** year to year

What we're doing about it

We've undertaken a **collaborative, research-based** strategy to improve water quality – with progress **evaluated and reported** by independent researchers

supporting points

- Nitrates are a form of organic nitrogen, and are necessary for **plants to grow**
- In Iowa, nitrogen is **especially abundant**, which is why our soil is so rich and fertile
- Weather, especially heavy rains, **can impact** the level of nitrates in the water
- *[when asked]* Farmers **apply relatively little** to their land, compared to what the soil naturally provides

- This **comprehensive** approach allows us to **work with** farmers to help them adopt the methods that work best for their farms
- **Independent researchers** from Iowa State regularly evaluate our progress and prepare detailed reports **you can access online**



Schnieders, Adam <adam.schnieders@dnr.iowa.gov>

Water quality communications meeting

1 message

Coppess, Keely <Keely.Coppess@iowaagriculture.gov>

Thu, May 30, 2019 at 11:38 AM

To: Zita Quade <ZQuade@iowaagwateralliance.com>, Shannon Textor <stextor@iowacorn.org>, Aaron Putze <aputze@iasoybeans.com>, Laurie Johns <ljohns@ifbf.org>, Dal Grooms <dgrooms@iowapork.org>, Katie Olthoff <katie@iacattlemen.org>, "Murphy, Alex [DNR]" <alex.murphy@dnr.iowa.gov>, "Schnieders, Adam [DNR]" <adam.schnieders@dnr.iowa.gov>, "tteske@agribiz.org" <tteske@agribiz.org>, "lwissler@iastate.edu" <lwissler@iastate.edu>

Cc: "Marek, Lexi" <Lexi.Marek@iowaagriculture.gov>, "Kenney, Julie" <Julie.Kenney@iowaagriculture.gov>, "Rausch, Alex" <Alex.Rausch@iowaagriculture.gov>

Hi all,

IDALS would like to take a more proactive approach to communicating the work the Ag industry is doing to improve water quality in the state. It would be beneficial to get industry communicators together to review research that has been done, determine what else we need to know/do to reach urban audiences, and start to align messaging.

If your group has done message testing or research to gauge Iowans' perceptions of water quality, and you'd be willing to share the information with the group, please bring the findings to the meeting.

Schedules may be challenging but let's try to find a time that works for the majority. Please fill out this Doodle poll to indicate your availability by next Friday, June 7. <https://doodle.com/poll/277ita462xhwbm5a>

Thanks,

Keely Coppess

Communications Director



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Schnieders, Adam <adam.schnieders@dnr.iowa.gov>

Water Quality Communicators Meeting

1 message

Coppess, Keely <Keely.Coppess@iowaagriculture.gov>

Fri, Jun 7, 2019 at 11:05 AM

To: Zita Quade <ZQuade@iowaagwateralliance.com>, Shannon Textor <stextor@iowacorn.org>, Aaron Putze <aputze@iasoybeans.com>, Caitlyn Lamm <CLamm@ifbf.org>, "Murphy, Alex [DNR]" <alex.murphy@dnr.iowa.gov>, "tteske@agribiz.org" <tteske@agribiz.org>, Dal Grooms <dgrooms@iowapork.org>, "Schnieders, Adam [DNR]" <adam.schnieders@dnr.iowa.gov>, Katie Olthoff <katie@iacattlemen.org>, "lwissler@iastate.edu" <lwissler@iastate.edu>, "Marek, Lexi" <Lexi.Marek@iowaagriculture.gov>, "Rausch, Alex" <Alex.Rausch@iowaagriculture.gov>, "Kenney, Julie" <Julie.Kenney@iowaagriculture.gov>.

Thanks to everyone who participated in the Doodle poll. This is the time that works for the majority of the group to meet.

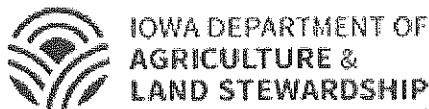
If your group has done message testing or research to gauge Iowans' perceptions of water quality, and you'd be willing to share the information with the group, please bring the findings to the meeting. This discussion will help us determine if additional research is needed. Then we can start to align messaging and a communications strategy to reach urban audiences.

Thanks in advance,

Keely

Keely Coppess

Communications Director



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keely.coppess@iowaagriculture.gov



Schnieders, Adam <adam.schnieders@dnr.iowa.gov>

Re: Draft release

1 message

Schnieders, Adam <adam.schnieders@dnr.iowa.gov>
To: "Coppess, Keely" <Keely.Coppess@iowaagriculture.gov>
Cc: "Murphy, Alex [DNR]" <alex.murphy@dnr.iowa.gov>

Fri, May 31, 2019 at 9:03 AM

Likewise Keely! Looking forward to helping out!!



Adam Schnieders | Acting ESD Policy Liaison & Water Quality Resource
Coordinator
Iowa Department of Natural Resources
P 515-238-0551 | 502 E. 9th St., Des Moines, IA 50319
www.iowadnr.gov

On Thu, May 30, 2019 at 10:48 AM Coppess, Keely <Keely.Coppess@iowaagriculture.gov> wrote:

Awesomel We're all in this together.

Adam, I look forward to meeting you.

Keely Coppess

Communications Director



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keely.coppess@iowaagriculture.gov

From: Murphy, Alex <alex.murphy@dnr.iowa.gov>
Sent: Thursday, May 30, 2019 10:34 AM
To: Coppess, Keely <Keely.Coppess@iowaagriculture.gov>

Take care and holler if you need anything!

AM



ALEX MURPHY | *Director of Communications*

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On Wed, May 29, 2019 at 2:51 PM Coppess, Keely <Keely.Coppess@iowaagriculture.gov> wrote:

Here's the Secretary's approved quote:

"Urban water quality projects allow public and private partners and local stakeholders to work together and take actionable steps that support the Nutrient Reduction Strategy," said Naig. "Whether you live in the city or the country, we must all do our part to improve water quality and preserve our natural resources for the next generation."

The WQI funding paragraph is with the Soil & Water team for review. I'll get it to you as soon as they sign off. Thanks!

Keely Coppess

Communications Director



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keely.coppess@iowaagriculture.gov

I've attached a press release that our SRF program put together. Please let me know if you have any changes and there is a highlighted spot they included towards the end of it that will need some info from you guys.

If possible I'd like to get it in our packet that goes out tomorrow later morning.

Thanks,
AM



ALEX MURPHY | *Director of Communications*
Director's Office

Iowa Department of Natural Resources

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